Florentin Hortopan
Design Manager

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Design Manager with over 20 years of experience across various design fields, including 8 years specializing in scaling design systems. Skilled in promoting collaboration across teams and platforms. Proven leader in cross-functional projects, team management, mentoring, and delivering intuitive solutions for usability and trust.

Work Experience

Associate Director of User Experience - Aug 2021 - Present
Critical Mass | San Francisco

Embedded in the DLS team as manager and designer in Airbnb for 3 years. Also led system work for multiple clients: Boehringer Ingelheim's, Mitsubishi, U.S. Army and others. Maintained consistent brand identity and user experience through rigorous design system governance.

- Led a multidisciplinary team of designers working on AirBnb's design system in Native apps, tooling, core patterns, optimization, documentation and system evolution.
- Supported product teams in evolving UX in both design and engineering areas such as in-app guidance and API portal, front-end and back-end team support .
- Designed product enhancements collaborating with content, engineering, and user research teams to optimize both product and design system.
- Partnered with both product and engineering to design new patterns and user interfaces for surfaces like Calendar and Host's media management, raising user accessibility and property index-ability.
- Lead the efforts to design and automate non-native in-app notifications, inventing a designer's dashboard structured around urgency - preventing conflicting overlaid messages.
- Improved internal library of tools for annotation, specification creation, handoff of design system components and blocks often using AI tools.
- Developed semantic tokens and variables, maintaining scalable system architecture, and fostered product management, engineering, and design collaboration.
- Mentored junior and mid-level designer's, taking care of on-boarding, career development aspects, and Influence decision makers in the hiring process, roadmap, promotions, and strategy.

Design System Lead and Manager - Apr 2019 - Aug 2021
Gap inc. | San Francisco

- Led a small design team spearheading the development of a new design system release.
- Managed product design pipeline by organizing component taxonomies, enhancing variants, porting libraries from various design tools to Figma, and consolidating style guides across multiple platforms, products, and brands
- Designed a documentation platform and developed a component scorecard system with JS examples library.
- Collaborated with developers to integrate accessible and brand-compliant adaptive components.
- Ensured all UX design projects met strict legal requirements, promoting compliance with accessibility standards for Canada and U.S. - reducing company liabilities.
- Demonstrated experience in system thinking - articulated complex UX design systems concepts for team leaders.

Senior UX Designer and ID - Mar 2016 - Feb 2018
Nagra OpenTV | Mountain View

- Worked closely with developers and hardware engineers for the design of a novel set top box's UX, end to end from big screen UI to remote control interactions.
- Applied an holistic approach in design thinking by implementing digital tools to improve both physical and digital products at once.
- Helped shape voice UX via NLR tools such as Nuance (MSFT) by redefining user flows, artificial Intelligence behavior based on remote and voice command combinations.
- Mentored junior design team members.

Core Skills

Skills and qualifications: UX, information architecture, usability testing, HTML, CSS, JS, prototyping, design strategy, user testing, Vibe coding, Design with AI, Git.
Skills: Leadership, interaction design, User Experience (UX), Design System Development. Hardware and software integration, data visualization. Cross-functional Collaboration, Management Skills, User Research & Usability Testing, Accessible Design, Design Thinking & Problem Solving. Figma, Empathy, Cursor, Shadcn, Vercel, front-end design and engineering, component libraries.

Education

University of Florence
Master of Arts Industrial Design and Communication

Languages

English (Native), Italian (Native), Romanian (Native), Spanish (basic).

Awards

Techtextil Innovation Award - Nov 2015

Messe Frankfurt - Integration of connected electronics into fabric, new material canvas, based on filed patent.

Certificates

UI/UX Design for AI Products - Feb 2025

Stanford School of Engineering

Creative Leadership masterclass - Jan 2024

Future London Academy

Social Impact Analysis - Aug 2024

Acumen Academy